



DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS
Office of Consumer Protection

DCCA News Release

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DCCA ANNOUNCES NEW CAMPAIGN TO FIGHT IDENTITY THEFT IN HAWAII

HONOLULU – The Department of Commerce and Consumer Affairs (DCCA) is stepping up the fight against Identity Theft with a new campaign to educate consumers. On August 2, the Department's Office of Consumer Protection (OCP) will launch its ID Theft Awareness Campaign, which will highlight the growing problem of ID Theft here in Hawaii. The campaign's theme is: "Don't let bad things happen to your good name."

The Department will reach out to Hawaii consumers with a series of educational television spots, a new ID Theft website (www.idtheft.hawaii.gov) containing tips on how to protect yourself and what to do if your identity has been stolen, and an ID Theft Hotline (587-3222). The television spots feature the most common ways a person's identity may be stolen, along with a reminder to call any one of the three major credit bureaus (Equifax, Experian, or TransUnion) to obtain a free credit report.

"With identity theft on the rise here at home and across the nation, we strongly believe that public education is necessary to protect consumers," said DCCA Director Mark Recktenwald.

"Identity theft has been the number one consumer fraud complaint for the last five years with millions of people being affected," said OCP Executive Director Stephen Levins. "Public awareness is critical and we hope that with this campaign, Hawaii consumers will take the extra steps needed to better protect themselves."

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